

Title: 2011 NYS IPM Program Communication Team Status Report

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Abstract: In 2011, the NYS IPM Program established a social media presence with a Twitter account, a Facebook page, and a channel on YouTube. We are also using a new statistical package, Google Analytics. As always, the website has been updated with new content. We have created a thorough analysis of our webpages, making recommendations for adapting, updating, or removing material. We also researched, wrote, and designed our 2011 Annual Report and distributed news releases on Excellence in IPM award recipients.

Description: The NYS IPM Program established a social media presence. NYS IPM now has a Twitter account, a Facebook page, and a channel on YouTube, featuring videos created by IPM staff that highlight their research and projects. We added functionality by linking to these accounts and adding a Like button on the homepage (64+ people like us!). Social media adds a new way for people to become aware of IPM. For example, @NYSIPM can retweet messages posted by people we follow (i.e. others who promote IPM online) thus generating more online discussion of IPM. These social media pages are another outlet for announcing updates to the website or new IPM staff blogs.

Last year our internet service provider stopped supplying us with a statistical package, so we switched to Google Analytics. This online program is easy to use, reliable, and used by many others in the Cornell community. But pdf files are not automatically included in the count of page views—our most-used statistic—meaning we had to install code at each link to our current pdfs. This was a laborious task since the website contains hundreds of pdf files, but GA is now counting pdf downloads. For a complete statistical report on our website, please see the accompanying file “analytics_report_nysipm12-11.xlsx.”

New pages and content include: letters from our director, regular additions to the news feed, and new photos in the slideshow. A new area is now dedicated to household pests. It includes our *What’s Bugging You?* button and links to specific pests as well as Cornell’s Insect Diagnostic Lab factsheets. We also formatted and posted the 2011 Organic Guides, sprucing up that section with a new image of the guides and an improved layout. Other new content includes *Bee a Good Neighbor*, the Soybean TAG modules, three new fact sheets, and *Long Term Evaluation of Reduced Chemical Pesticide Management of Golf Course Putting Turf*. Finally, the website was made more useful to our stakeholders by publishing our current research priorities, the Ornamentals Newsletter Spring 2011 issue, and the IPM Annual Report 2010.

Updates include the events calendar, news feed, press releases, and Excellence in IPM awards. We also updated the Trac Software pages and regularly posted the Field Crops Weekly Pest Report. We also finished transferring remaining pages from the old web design, including Funded Project Reports 1997 and the remaining Weekly Field Crops Pest Reports, Pheromone Trap Network Reports, and IPM Award press releases.

We completed a thorough analysis of all parent and child pages on our website, noting outdated or obtuse material, and have begun revising and updating that content.

To better support staff, we learned to use iMovie, Audacity, Flash (to create YouTube videos), and WordPress, a content management system Cornell bloggers use. We also became competent in Moodle (*Modular Object-Oriented Dynamic Learning Environment*), helping staff create four online academic courses.

Our 2011 Annual Report, nearly ready to go to press, includes 10 stories:

- In IPM, Right ID is Step One
- TAG. Small Word, Big Impact
- Pruning Right Fights Dread Disease
- Good-Neighbor Policy ... Good for Vineyard Business Too
- *Branching Out* Branches Out
- Vivid With Video
- Acid Spray (Almost) Passes Acid Test
- Trap-Crop Trickery
- Practice Makes Perfect in School Grounds Care
- Top Form. Low Impact. Coming Soon to a Golf Course Near You

Our graphic arts projects included four posters, three fact sheets, three updated brochures, a handbook, several maps, and updated “Bed Bug Travelers Cards” (both online and in print), along with six other documents. Many of these materials supported our displays at Empire Farm Days and The Program Council Conference.